

## Message Text

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21

ORIGIN CU-03

INFO OCT-01 EUR-10 EA-07 ISO-00 USIA-04 /025 R

DRAFTED BY CU/EA:LMPETERS:TFJ

APPROVED BY CU/EA:DHITCHCOCK

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R 082238Z OCT 74

FM SECSTATE WASHDC

TO AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY ROME

AMEMBASSY SINGAPORE

UNCLAS STATE 221862

E.O11652: N/A

TAGS: OEXC (SCHENKKAN, ROBERT AND STERLING, CLAIRE)

SUBJECT: EDUCATIONAL AND CULTURAL EXCHANGE: STAG SPEAKER  
ON MASS MEDIA AND SOCIAL CHANGE

1. SCHENKKAN NOT AVAILABLE FOR DATES TO COINCIDE WITH VISIT OF CLAIRE STERLING. SCHENKKAN EXPRESSED INTEREST IN IDEA OF JOINT PROGRAMMING BUT REGRETTED THAT SINCE OUR EARLIER CONVERSATIONS WITH HIM IT HAD BECOME NECESSARY FOR HIM TO PARTICIPATE IN ANOTHER MEETING DURING LAST WEEK OF OCTOBER. WILL BE AVAILABLE FOR JAKARTA PROGRAM NOVEMBER 3-8 AND FOR PROGRAMMING IN KUALA LUMPUR AND SINGAPORE WEEK OF NOVEMBER 10.

2. ALL POSTS PLEASE SEND MESSAGES ON SCHENKKAN TO ATTENTION CU/EA. MESSAGES SENT THROUGH USIS CHANNELS DO NOT REACH APPROPRIATE OFFICES AND RESPONSES ARE DELAYED AS A RESULT.

3. FOR SINGAPORE: ARE YOU INTERESTED IN PROGRAMMING SCHENKKAN FOR WEEK OF NOVEMBER 10?

4. FOR KUALA LUMPUR: SCHENKKAN INTERESTED IN PROGRAM KUALA LUMPUR AND WILL PROVIDE TALKING POINTS SOONEST. IN UNCLASSIFIED

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LATEST CONVERSATION HE EXPRESSED PARTICULAR INTEREST IN

PROBLEMS OF USING MASS MEDIA IN MULTILINGUAL SITUATIONS. HIS WORK WITH TEKNET AND TEMP PROJECTS HAS APPARENTLY INVOLVED RESEARCH AND APPLIED EFFORTS TO USE MASS MEDIA FOR BENEFIT OF SPANISH-SPEAKING TEXAS MINORITIES.

5. FOR JAKARTA: SCHENKKA; LOOKING FORWARD TO JAKARTA VISIT. HE WOULD APPRECIATE RECEIVING ANY FURTHER INFORMATION CONCERNING NATURE OF PRESENTATIONS AND AUDIENCES. ALSO WISHES TO KNOW EXACTLY WHEN PROGRAM WILL BEGIN. HE PLANS TO ARRIVE AT LEAST 24 HOURS IN ADVANCE IN ORDER TO REST BEFORE COMMENCING PROGRAMMING. THIS WOULD ALSO PROVIDE POST WITH USEFUL BRIEFING PERIOD.

6. FOR ALL POST: SCHENKKAN WILL BE ACCOMPANIED BY WIFE. THEY HAVE VISITED JAPAN BUT NOT OTHER ASIAN REGIONS. WE WILL ATTEMPT BRING SCHENKKAN TO WASHINGTON FOR BRIEFING BUT MAY NOT SUCCEED DUE TO SHORT LEAD TIME AND SCHENKKAN'S PRIOR COMMITMENTS. WE ARE PROVIDING BACKGROUND BRIEFING PAPERS BUT POSTS SHOULD BE PREPARED TO PROVIDE ADDITIONAL BRIEFING ON ARRIVAL. KISSINGER

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**TAGS:** OEXC, ID, (SCHENKKAN, ROBERT), (STERLING, CLAIRE)  
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